

**System and Method for Process Driven Quality Measures****ABSTRACT**

A system and method for process driven quality measures is presented. A common metrics manager analyzes 5 customer feedback responses, and assigns a weighted priority to each feedback response. The weighted priority corresponds to a particular feedback response's impact on business goals, such as customer satisfaction. The common metrics manager uses weighted priority feedback responses 10 to generate and rank a set of common metrics. The common metrics manager uses the common metrics to generate phase goals for each phase of a product's lifecycle. The number of phase goals for each product phase corresponds to the ranking of each particular common metric. Once a product 15 ships to a customer which is developed using the common metrics, the customer sends feedback responses to the common metrics manager which the common metrics manager uses to generate new common metrics for use with a new product lifecycle.